Packaging Elements Contribute To Building Brand Awareness

- Advertising & Tune-In Promos Voice and content of message speaks to women
- Public Awareness Campaign Address the issues that most concern women and their families
- Viewer Interactivity Hotlines and call-in opportunities provide a voice for women to be heard
- Promotions, Stunts and Theme Weeks Create viewer excitement and offer added value to the cable subscription



Advertising and Promotion

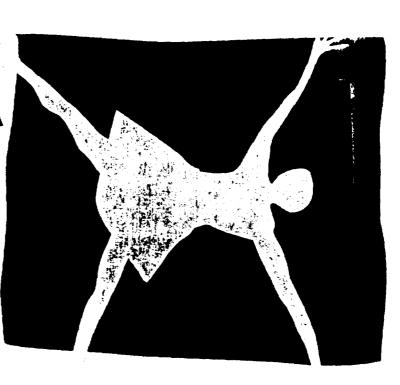
Creative

 Speaks to women, not exclusionary to men, utilizes emotion and humor to create a personal relationship

Media Vehicles

- TV Guide/TV Week
- Newspaper & Sunday Supplements
- Radio
- Outdoor
- Cross-Channel Nu Star





Picture what women do LIFETIME

Public Awareness

Picture What Women Do

• This national effort, led by Lifetime Television and its affiliates, in partnership with women's and community organizations, is created to acknowledge women's everyday responsibilities and encourage support for more effective systems of care and community



Viewer Interactivity

Bringing viewers added value

- Relationship with Prodigy and America On-Line
- Interactive opportunities with "Lifetime Magazine," "Clapprood Live," and "Our Home," and "Queens"



Packaging Lifetime Promotions, Stunts And Theme Weeks

Targeted programming stunts contribute to Brand ID and maximize promotional muscle

2nd Qtr

- Do Movie Week I
- Men Who Leave You
 July 4th Weekend **Breathless**
- China Beach Marathon

3rd Qtr

- Picture What Women
 Picture What Women Do – Movie Week II

 - Back To School Teen Week

4th Qtr

- Picture What Women Do - Movie Week III
- Halloween Theme Weekend
- Thanksgiving Event



Things to keep in mind as we move forward.....

- Enhance Lifetime's position not change it
- Create positive viewer expectation
- Don't be exclusionary
- Use emotion and humor
- Daypart the message
- Create a personal connection



Affiliate Marketing

Partnership opportunities reflect a commitment to supporting local marketing efforts.



Affiliate Marketing Support Programs

- Marketing Kit
- Monthly Promo Feed
- Ad Slicks
- Launch Kits
- Event Programming
- Customized Tune-In Spots
- CSR Contests
- Local Ad Sales Program
- Promotions
- Public Awareness Campaign



1994 Overview

Reaching the critical customer

- Solidify programming franchise with distinct new original product
- Strengthen brand awareness with promotional muscle of events/specials and strong tune-in creative
- Strengthen personal relationship with female audience exploiting all available marketing channels
- Build a foundation for continued growth
- Expand local marketing partnerships with our affiliates

